



OFFICE OF PLANNED GIVING

Greetings from the Office of Planned Giving at the University of Arkansas. We are delighted to begin the fall 2025 semester with a record 34,000+ students returning to campus, bringing fresh energy and excitement as the Razorback family gathers once again on the Hill.

This fall promises exciting events on campus, and we hope you'll plan a visit. Mark your calendar for **Family Weekend** and don't miss **Homecoming Week** leading up to the big game against SEC opponent Mississippi State. This year's homecoming theme, *Calling All Hogs Home*, is the perfect reason to celebrate with fellow alumni and friends.

Read on to learn how two prominent members of the Razorback family stay involved with the U of A and make an impact through their charitable giving.

New Era of Alumni Membership

The Arkansas Alumni Association is evolving to better connect and serve the University of Arkansas family by introducing a new, inclusive membership model recognizing the broad network of alumni, students, faculty, staff, and friends who support the university. With a renewed focus on connection, the association's new membership model offers flexible options to support various levels of engagement.

A new **Standard Membership** is complimentary for all U of A graduates, making it easier than ever to stay connected. The **1871 Membership** is activated through a qualifying gift to most areas of campus, representing a deeper commitment to the university's mission. For those looking to make a long-term impact, **Life Membership** is available with a one-time gift of \$1,000 or more, unlocking exclusive lifetime premium benefits. Additional details about each level of membership and their benefits are available [here](#).



Of course, connecting with the University of Arkansas is about more than staying involved, it's about making a lasting impact. Through charitable support, alumni and friends help shape the future of the university and provide essential resources for our students.

QCDs to Fund Life Insurance Premiums

For Razorback supporters 70½ and older, one powerful giving option is the Qualified Charitable Distribution (QCD). By donating directly from a traditional IRA to the U of A, donors can avoid income taxes on the distribution while fulfilling their Required Minimum Distribution (RMD). It's a smart financial strategy and a meaningful way to give back.

Each QCD may benefit multiple programs at the university or be applied in a variety of different ways. Some alumni extend their impact by pairing QCDs with a life insurance policy to create lasting gifts. Here's how it works: the donor purchases a policy and names the U of A as both owner and beneficiary, then uses annual QCDs to make tax-free payments toward premiums. Over time, this strategy transforms regular QCDs into a growing gift that benefits the university all while preserving assets for family and personal needs.

Smart Ways Alumni are Making a Difference

Two University of Arkansas alumni who have embraced making gifts of life insurance are Charles Zimmerman and Oliver Sims. Both are members of the Arkansas Alumni Association National Board of Directors, and along with their families, have dedicated their time and leadership to the university while making meaningful contributions through charitable giving. Their decision to make a gift of life insurance demonstrates their commitment to supporting students today while also creating a legacy that benefits generations to come.

In 2016, alum Charles Zimmerman and his wife Susan, both first-generation

college graduates, established the Charles R. and Susan D. Zimmerman Scholarship in Engineering.



This \$250,000 endowed scholarship will be funded from a life insurance policy donated by the family.

“I don’t even like to call it ‘life insurance’—I think of it as a gift-multiplication tool,” said Zimmerman.

“You start with an amount you’re comfortable giving, and suddenly it becomes a much larger legacy. In our case, an investment of under

\$50,000 will ultimately create a quarter-million-dollar scholarship endowment. That’s the kind of impact most of us dream about making, and it’s surprisingly easy to do.”

Oliver Sims and his wife, April, also used this giving strategy when creating the couple's second endowed scholarship on campus. After learning how the Zimmerman family leveraged life insurance to support scholarships at a National Board meeting, the Sims family wanted to do more to help deserving students and made the decision to establish the Oliver and April Sims Land of Opportunity Scholarship Endowment with a \$100,000 planned gift, expanding educational access for students from all 75 counties in Arkansas.

A 1985 U of A graduate, entrepreneur, and tech industry leader, Sims credits the university with shaping his success and considers his family’s gift a sound economic investment.



“What struck me about using life insurance as a gift is the multiplier effect—you can take what would be a modest donation and turn it into something truly transformational,” said Sims. “Knowing my investment will support students for generations makes it one of the most meaningful financial decisions I’ve ever made.”

Whether through the new alumni membership model or through creative giving strategies like life insurance and QCDs, there are now more ways than ever to stay connected to the U of A and to invest in its future.

Remember to follow us on **Facebook** for timely news, updates, and information about campus events. We look forward to staying connected in the year ahead.

Thank you for being an essential part of the University of Arkansas community and look for our next e-newsletter in November!

Office of Planned Giving



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Thank you for your interest in planned giving. To access any of our resources, please visit our [website](#). The Office of Planned Giving's e-newsletter is informational and educational in nature. It does not offer professional tax, legal or accounting advice. For specific advice about the effect of any planning concept on your tax or financial situation or with your estate, please consult a qualified professional advisor.

University of Arkansas, Fayetteville

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